BETTER BUILT
TO CLEAN YOUR TOUGHEST LOADS!

MAXIMA™
LAUNDRY PAIR

MAXIMA™ FRONT LOAD LAUNDRY PAIRS
Sales Resource Guide

MAYTAG®

BETTER BUILT
WITH AMERICAN PRIDE
DESIGNED, ENGINEERED & ASSEMBLED
IN THE U.S.A.

Cover models: MHW6000XR & ME/GD6000XR. Shown with optional pedestals XHPC155XR.
Above models: MHW6000XR & ME/GD6000XR. Shown with optional pedestals XHPC155XR.

BETTER BUILT
to clean your toughest loads

POWERFUL PERFORMANCE WITH STRONG STYLE

America's most preferred laundry brand* is bringing **even greater capabilities with a new, streamlined look**. Maxima™ washers and dryers are designed so that customers can get **superior performance** backed by **MCT and a 10-year limited parts warranty**.** This all-new Maytag® laundry lineup is unlike anything you've ever seen on your floor!

PowerWash™ CYCLE

POWERFUL PERFORMANCE

It's the **best cleaning in the industry**!† The PowerWash™ cycle removes tough soils with intense cleaning action for superior cleaning. (Learn more on page 4.)

MCT
Maytag® Commercial Technology

MAYTAG® COMMERCIAL TECHNOLOGY

Built with **strength** and **durability**, these pairs deliver what customers expect from Maytag brand. MCT in the washer and dryer **provide peace of mind**. (Learn more on pages 10–11.)

10 YEAR LIMITED PARTS WARRANTY
MOTOR • WASH BASKET
Visit maytag.com for warranty details

10-YEAR LIMITED PARTS WARRANTY**

It's the pinnacle of dependability! These washers offer a **10-year limited parts warranty on the motor and wash basket**.** (Learn more on page 10.)

ecoconserve™ washer

MAXIMUM EFFICIENCY

All washers exceed **ENERGY STAR® qualification** with a CEE Tier 3†† rating and our dryers save, too! In fact, EcoConserve™ washers and dryers accrue enough **lifetime water and energy savings to pay for the pair and pedestals**. (Learn more on pages 12–13.)

FEATURE FINDER

2 Key features and benefits of Maxima™ washers and dryers

4 PowerWash™ cycle, steam cleaning and sanitization

6 Maxima™ washer performance features

8 Maxima™ dryer performance features

10 Maytag® Commercial Technology and 10-year limited parts warranty**

12 Efficiency driven by performance

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18 Washer and dryer demonstrations

19 Selling the lineup

20 Sales materials and word search

NOTE: Not all features are available on all models.

*Based on current 12 month consumer state tracker 2010 Smith-Dahmer Associates LLC. **Visit maytag.com for warranty details. †Among leading competitive brand front load washers; comparable cycles, using default settings. ††Based on the Consortium for Energy Efficiency qualified product ratings.

New Maxima™ washers and dryers deliver the **dependable components** and **power** that customers expect from Maytag brand. We designed this new front load lineup to ensure it delivers **even greater cleaning and drying performance than ever before**.

THE MAYTAG BRAND

POWERFUL, EFFICIENT CLEANING

POWERWASH™ CYCLE ADVANTAGE

It's the **best cleaning in the industry**!* **Power out tough stains** like wine, chocolate and ground-in dirt with extra cleaning action, a thorough rinse and a built-in water heater that delivers increased wash temperatures to ensure better soil and stain removal.

ADVANCED VIBRATION CONTROL™ PLUS ADVANTAGE

Wash loads of nearly any size without worrying about vibration. Two ball-bearing balance rings, a six-point suspension system and advanced software give Maxima™ washers **the best vibration control when cleaning large loads**.**

5.0 CU. FT. I.E.C. EQUIVALENT† CAPACITY

It's our largest capacity front load washer ever! This lineup features 5.0 cu. ft. I.E.C. equivalent† capacity so more clothes are washed in every load, for fewer loads per week. Customers can **wash and effectively clean 29 towels in a single load**.††

fresh hold™ option
Dynamic Venting Technology™

NEW AND IMPROVED FRESH HOLD™ OPTION WITH DYNAMIC VENTING TECHNOLOGY™ (DVT) ADVANTAGE

Wash and dry a small load of clothes right in the washer!‡ When activated, this option runs for up to **16 hours** after the wash cycle ends and begins to dry out the washer between loads.

10 YEAR LIMITED PARTS WARRANTY
MOTOR • WASH BASKET

Visit maytag.com for warranty details

MAYTAG® COMMERCIAL TECHNOLOGY & 10-YEAR LIMITED PARTS WARRANTY‡‡ ADVANTAGE

Maxima™ washers bring **long-lasting, commercial-grade components to the home**. In addition, all new Maxima™ washers include a 10-year limited parts warranty‡‡ on the washer motor and the stainless steel wash basket.

NOTE: Not all features are available on all models.

*Among leading competitive brand front load washers; comparable cycles, using default settings. **Among leading brand front load washers, based on testing of out-of-balance loads.
†Equivalent volume per I.E.C. International standard, 4th Ed., based on 4.3 cu. ft. DOE measurement. ††24" x 44" towel size. ‡Based on testing of a 3-lb load of lightweight fabrics over 16 hours.
‡‡Visit maytag.com for warranty details.

AMERICA'S MOST PREFERRED LAUNDRY BRAND¥

ADVANTAGE

Models: MHW7000XG & ME/GD7000XG

STATE-OF-THE-ART DRYER DESIGN

ADVANCED MOISTURE SENSING ADVANTAGE

Maxima™ dryers use the Advanced Moisture Sensing system with three different sensors to evenly **dry loads without overdrying** to **reduce the risk of shrinking**.

7.4 CU. FT. CAPACITY

This 7.4 cu. ft. capacity dryer provides enough space to **evenly dry the largest loads.**¥¥ From small loads to the bulkiest comforters, there's room to dry it all!

STAINLESS STEEL DRYER DRUM

Designed with a **stronger, thicker gauge stainless steel** than competitive models, this drum was made to endure. Its shiny surface provides a **bold look that also resists wear and tear**.

STEAM-ENHANCED DRYER CYCLES

Effectively relaxes wrinkles and refreshes clothes with steam that penetrates fabric fibers. Auto Refresh cycle determines the load size and automatically steams it.

MCT

Maytag® Commercial Technology

MAYTAG® COMMERCIAL TECHNOLOGY

Every Maytag® Maxima™ dryer features **long-lasting, commercial-grade components for the home** including a durable high-performance motor and a 5-rib dryer belt.

Read on to learn more about how the powerful performance features throughout the washer and dryer also provide excellent efficiency.

¥Based on current 12 month consumer state tracker 2010 Smith-Dahmer Associates LLC. ¥¥Based on testing of an 18-lb load.

New Maytag® Maxima™ washers are **tough on stains** and **even tougher on dirt**. The PowerWash™ cycle uses a **triple-threat method to tackle the dirtiest loads** so the most stubborn everyday stains and soils are removed with ease.

BEST CLEANING IN

enabled by the PowerWash™ cycle

A TRIPLE-THREAT TO DIRT

1 EXTRA CLEANING ACTION

An extended wash sequence continuously moves the detergent solution through clothes to **loosen stains and ground-in dirt**.

2 ENHANCED STAIN REMOVAL

Using the built-in water heater, **higher temperatures are reached** to fight difficult stains. Detergent is more effective and **stubborn soils are penetrated** when warmer temperatures are used. On select models steam provides an enhanced level of cleaning performance.

3 THOROUGH RINSE

After the wash part of the cycle, a thorough **rinse of clean water** flushes out any remaining detergent or lingering soils.

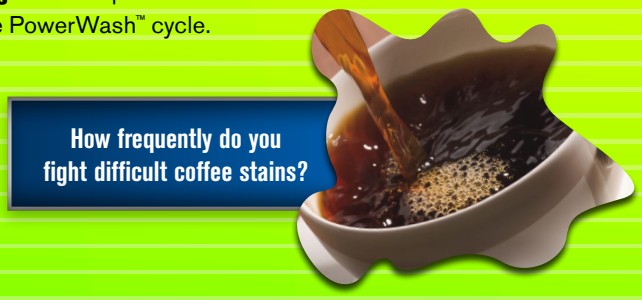
ADVANTAGE

PowerWash™ CYCLE

DO YOUR CUSTOMERS NEED THE POWERWASH™ CYCLE?

ASK THE RIGHT QUESTIONS

Get to know your customers' needs by asking them some practical lifestyle questions. This will help you **understand the stains they're up against** and promote the effectiveness of the PowerWash™ cycle.



NOTE: Not all features are available on all models.

*Among leading competitive brand front load washers; comparable cycles, using default settings.

Combine the performance of the PowerWash™ cycle with the Steam for Stains option in the washer to **wipe out messes from ground-in dirt to set-in soils**. It's just another way Maytag brand is delivering the **dependable cleaning performance** your customers can count on.

THE INDUSTRY*

EVEN MORE WAYS TO FIGHT GRIME

STEAM FOR STAINS OPTION

Steam

Available with select wash cycles including Allergen and the PowerWash™ cycle, this option uses a combination of water temperature and steam to provide the optimal environment for detergent enzymes to work on **removing organic stains**.

NSF CERTIFIED SANITIZE SETTING & THE ALLERGEN CYCLE

NSF Certified Sanitize setting uses the heater to increase wash temperature to **remove 99.9% of household bacteria**** in the washer.

In addition, the Allergen cycle deep cleans fabrics to **eliminate more than 95% of common allergens**. Allergens tested were dust mites and pet dander.

HOW STEAM FOR STAINS WORKS

1. Cooler water temperature is brought in to boost enzyme activity and remove organic stains more effectively.
2. The heater is then used for the first step in raising the temperature.
3. The water drains, adds a small amount of hot water and then uses steam to reach the selected temperature.

Has eating with your hands ever destroyed your favorite clothes?

How often do you use your shirt as a napkin?

How often does your excessive use of condiments mess with your clean style?

How many times have you played so hard that you had the stains to prove it?

TELL THEM ALL ABOUT IT!

Odds are that your customers desperately need the performance of the PowerWash™ cycle to combat their most unruly stains. **Spills happen, but stains don't have to stay**.

**Bacteria tested were *K. pneumonia*, *P. aureginosa* and *S. aureus*.

Introducing a washer that can wash, dry and **keep performing with the same strength and durability over time**. Read on to learn how Maxima™ washers **deliver beyond expectations.**

MAXIMIZED WASH PERFORMANCE

for dependable cleaning every time

5.0 CU. FT. I.E.C. EQUIVALENT* CAPACITY

It's our largest capacity front load washer ever! The entire line of Maxima™ washers features 5.0 cu. ft. I.E.C. equivalent* capacity so more clothes can be washed in every load, for fewer total loads per week. Customers can **wash and effectively clean 29 towels in a single load**.**

fresh hold™ option
Dynamic Venting Technology™

THE 16-HOUR OPTION COSTS LESS THAN A PENNY TO RUN

FINALLY A WASHER THAT CAN DRY ADVANTAGE

Wash and dry a small load of clothes right in the washer!† Our new, bigger and more powerful fan moves more air than ever before. Plus, it costs less than a penny to operate the Fresh Hold™ option for a full 16 hours. Not only that, the fan can be turned on without running a cycle to **begin drying out the washer.**

Now customers can **get a uniform for the big game or their favorite outfit ready without ever putting clothes in the dryer**.

BEST CLEANING IN THE INDUSTRY!†† ADVANTAGE

PowerWash™ CYCLE

A triple threat of cleaning actions power out tough stains like wine, chocolate, and ground-in dirt. Extra cleaning action, a thorough rinse and a built-in water heater that delivers increased wash temperatures ensure better soil and stain removal.

COMMERCIAL-GRADE PARTS THAT LAST ADVANTAGE

MCT
Maytag® Commercial Technology

Washer components with Maytag® Commercial Technology include nickel-plated dampers, zinc-coated springs, stainless steel wash basket and a stronger, more durable pump impeller. (Learn more on page 10.)

THE PINNACLE OF DEPENDABILITY

10 YEAR LIMITED PARTS WARRANTY
MOTOR • WASH BASKET
Visit maytag.com for warranty details

Built to endure! All new Maxima™ washers include a 10-year limited warranty‡ on the washer motor and the stainless steel wash basket.

NOTE: Not all features are available on all models.

*Equivalent volume per I.E.C. International standard, 4th Ed., based on 4.3 cu. ft. DOE measurement. **24" x 44" towel size. †Based on testing of a 3-lb load of lightweight fabrics over 16 hours. ††Among leading competitive brand front load washers; comparable cycles, using default settings. ‡Visit maytag.com for warranty details.

ADVANCED VIBRATION CONTROL™ PLUS ADVANTAGE

Now customers can own a washer that recalibrates to any environment, including upper floor installation, and be **assured of optimal spinning performance** and vibration control.

Wash loads of nearly any size without worrying about vibration thanks to a six-point suspension system, two ball-bearing balance rings and advanced software. Maytag® Maxima™ washers have the **best vibration control when cleaning large loads**.‡‡

HOW IT WORKS

1. Two balancing rings, one in the front and the other in the back of the wash basket include a total of 52 ball bearings. They take loads to **maximum speeds of up to 1,400 RPM while maintaining control**. Other brands use only a single ring with just 9 ball bearings!
2. The accelerometer located on the cabinet uses a microprocessor to measure the washer's movement. It recalibrates for every load size and monitors continuously throughout the cycle for optimal spin speeds. If out of balance motion is detected, the **washer automatically redistributes the load**.
3. An improved 6-point suspension system with MCT components is tuned to handle even the largest loads and fastest spin speeds

BENEFIT

This dependable system **guards against vibration and noise making installation possible nearly anywhere**. Even on soft floors, Advanced Vibration Control™ Plus maintains control and adjusts to accommodate its location. If the washer is moved, the system learns its new surroundings for consistent performance.

DIRECT DRIVE WITH A PURPOSE

This premium, copper-wire direct drive motor is **more durable and dependable**. Plus, it operates with fewer parts that create less noise. The direct drive motor uses enough **power to move even the largest loads** cleaned by a 5.0 cu. ft. I.E.C. equivalent* capacity washer.

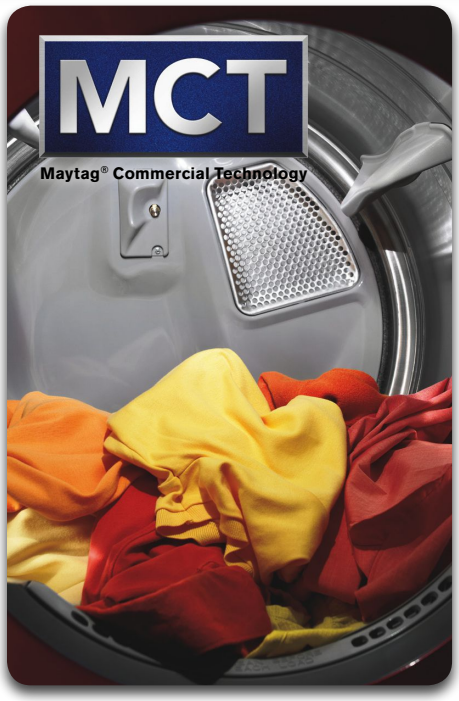
Other brands use an aluminum wire with a copper coating which isn't nearly as durable.

*Equivalent volume per I.E.C. International standard, 4th Ed., based on 4.3 cu. ft. DOE measurement.
‡‡Among leading brand front load washers, based on testing of out-of-balance loads.

Infused with **upgraded sensor technology** and a host of dependable features, Maytag® Maxima™ dryers help **prevent shrinking while delivering unmatched results**.

EVENLY DRY THE LARGEST LOADS

with a host of excellent dryer features



7.4 CU. FT. CAPACITY

This 7.4 cu. ft. capacity dryer provides enough space to evenly **dry the largest loads**.* From small loads to the bulkiest comforters, there's room to dry it all!

STAINLESS STEEL DRYER DRUM ADVANTAGE

Designed with a **thicker gauge stainless steel** than competitive models, this drum was made to endure. Its shiny surface provides a **bold look that also resists wear and tear**.

STEAM-ENHANCED DRYER CYCLES

Effectively **relaxes wrinkles and refreshes loads** with steam that penetrates fabric fibers. Auto Refresh cycle determines the load size and automatically steams it.

Custom Refresh Steam cycle, ME/GD7000X only, **touches up loads that have been left in the dryer too long**. A fine mist of water is sprayed into a heated drum to create steam, clothes tumble for several minutes at a medium temperature and the cycle ends with a brief cool down period.

COMMERCIAL-GRADE COMPONENTS FOR THE HOME ADVANTAGE

Parts with Maytag® Commercial Technology found in every Maxima™ dryer include a durable **high-performance motor** and a **5-rib dryer belt.** (Learn more on page 11.)

SOUNDGUARD™ STAINLESS STEEL DRYER DRUM ADVANTAGE

STEP-UP TO A PREMIUM DRUM

Three-layers of protection dramatically minimize the noise level and **maintain durability**. This top-of-the line dryer drum uses two layers of steel with a middle sound-dampening material that covers the entire drum. It effectively **quiets tumbling noise generated by hard objects like coins, buckles and buttons**. (Model ME/GD7000X only.)

THINK OF IT THIS WAY

It's like ringing a bell! When you put your hand around a bell and try to ring it, it dampens the sound. Show customers the difference in sound-dampening quality by tapping on the dryer drum and comparing it to that of other competitive models.

*Based on testing of an 18-lb load.

Evenly dry loads, including ones with the bulkiest comforters, without overdrying to reduce the risk of shrinking.

SUPERIOR DRYING TECHNOLOGY

ADVANCED MOISTURE SENSING SYSTEM ADVANTAGE

Three active built-in sensors read incoming air temperature, exhaust air temperature and moisture levels so that the drying cycle can end when everything is perfectly dry, **saving time and energy**.

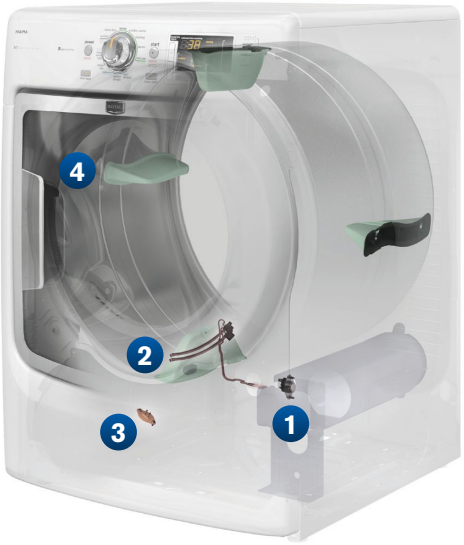
HOW IT WORKS

1. An inlet thermistor on the heater box checks temperature of incoming hot air.
2. Moisture sensing strips give a signal when there's moisture and calculate the number of damp hits.
3. An outlet thermistor measures heat coming out of the duct.
4. The four baffles keep clothes actively tumbling.

When both temperatures of the inlet and outlet thermistors reach the desired dry temperature and there are no more damp hits, the load is dry.

QUAD BAFFLES ADVANTAGE

Four unique interior baffles keep clothes moving in the drum for superior drying. This innovative design **promotes active tumbling and prevents clothes from riding the baffle**. Point out the difference in number of baffles to customers. Other brands just have three baffles!



Customers should know that when they purchase a Maxima™ laundry pair, they get streamlined style in a dependable pair that can be **trusted to last the long run**. Maxima™ washers and dryers bring long-lasting, commercial-grade components into the home.

TOP PERFORMANCE AND
with Maytag® Commercial Technology (MCT)

MCT IN THE WASHER

1 ZINC-COATED SPRINGS
Resist corrosion under harsh conditions for **long-lasting performance**.

2 NICKEL-PLATED DAMPERS
The exclusive surface coating on the dampers improves corrosion resistance even under harsh conditions. Plus, the dampers **help minimize vibration**.

3 DURABLE PUMP IMPELLER
The pump impeller was manufactured to deliver **better wear resistance for added durability**. The impeller is made with 10% more calcium than other impellers to better withstand foreign objects in the pump like coins or nails.

MCT IN THE DRYER

4 DURABLE HIGH-PERFORMANCE MOTOR
The high-torque motor provides **improved start-up performance** with large heavy loads as well as, a longer life.

5 5-RIB DRYER BELT
This 5-rib belt is at least **4 times stronger** than the current 4-rib belts based on the accelerated belt stand test.

LONG-LASTING PARTS

MCT

Maytag® Commercial Technology

STRONG ON THE INSIDE

This powerful pair delivers MCT parts that **stand the test of time even with repeateded use**. Not only are Maxima™ washers and dryers built strong, they feature chrome details and a **bold new look** that are leading the way in laundry design. It's proof that great things come in square packages.

Models: MHW7000XG & ME/GD7000XG

10 YEAR LIMITED PARTS WARRANTY
MOTOR • WASH BASKET

Visit maytag.com for warranty details

10-YEAR LIMITED PARTS WARRANTY*

Not only do all new Maxima™ washers feature MCT parts, they also include a 10-year limited parts warranty* on these features:

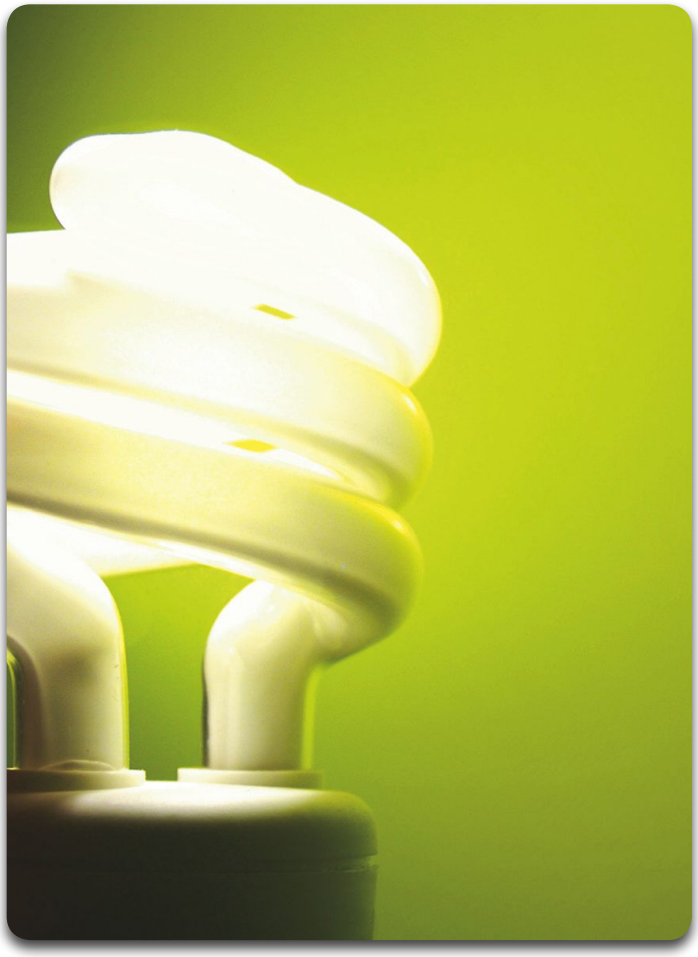
- Stainless steel wash basket
- High performance washer motor

Thanks to these dependable parts, our washers give the reliability customers expect from Maytag brand.

*Visit maytag.com for warranty details.

Not only do Maxima™ washers **use less water and energy to clean more effectively**, the dryer offers significant savings, too! Our ultra-efficient, EcoConserve™ laundry pairs **help lower utility bills so customers save big money**.

EFFICIENCY
driven by performance



Model: MHW7000XG

HIGH-EFFICENCY WASHING

Uses up to 82% less water and 84% less energy* and is CEE Tier 3** rated. No other brand offers a more efficient washing machine. **Select markets qualify for CEE Tier energy and water rebates**. Have customers consult their local utility company for any available rebates.

ecoconserve™ washer

Models: ME/GD7000XG

A DRYER THAT SAVES

Finally, efficiency in the dryer! Enabled by the energy-saving Advanced Moisture Sensing, this dryer **uses 48% less energy** compared to pre-2004 traditional electric dryers

ecoconserve™ dryer

ASK

- How often have you thought that you couldn't get dependable cleaning and save money at the same time?
- How important are energy savings to you?
- What appliances have you owned that could pay for itself over the course of its lifetime?

TELL

With an EcoConserve™ laundry pair, customers can be guaranteed the very best in efficiency. The water and energy savings in a lifetime are enough to pay for the pair and pedestals. Customers can get high-efficiency savings in one high-performance package.

SELL

Available on models:
All Maxima™ washers & dryers

*Compared to pre-2004 traditional top load washers. **Based on the Consortium for Energy Efficiency qualified product ratings.

Show customers the superior savings of a Maxima™ laundry pair! EcoConserve™ washers use as little as 12 gallons of water per load.† Customers can **save enough money to pay for the pair and pedestals**!

USES UP TO
82%
LESS WATER AND
84%
LESS ENERGY†

LET'S DO THE MATH!

WASHER SAVINGS

UP TO $132.79 IN WATER SAVINGS PER YEAR††

\+ UP TO $71.11 IN ENERGY SAVINGS PER YEAR††

X 11 YEARS

UP TO $2,242.90 IN LIFETIME WATER AND ENERGY SAVINGS

DRYER SAVINGS

UP TO $90.87 IN ENERGY SAVINGS PER YEAR‡

X 12 YEARS

UP TO $1,090.44 IN LIFETIME ENERGY SAVINGS

OVER $3,000! IN LIFETIME WATER AND ENERGY SAVINGS

LEARN MORE AT energystar.gov

†Compared to pre-2004 traditional top load washers.
††Compared to pre-2004 traditional washers, based on average use, 11-year life. ‡Compared to top load traditional top load pairs, electric models only, based on average use, 12-year life, when paired with Maxima™ washers.

KNOW YOUR WASHER

ITEMS TO WASH	WASH CYCLES	WASH TEMPERATURE*	SPIN SPEED	SOIL LEVEL	STEAM OPTION	AVAILABLE OPTIONS	CYCLE DETAILS	CYCLE TIME
Normally soiled cottons, linens, sheets and mixed garment loads	Normal	Hot **Warm** Cold	**High** Medium No Spin	Extra Heavy Heavy **Normal** Light	Yes	Extra Rinse Steam for Stains Max Extract™ Oxi Boost Fresh Hold™ Delay Start	This cycle combines medium-speed tumbling and a high-speed spin. This cycle is designed to provide the most energy efficiency.	0:59–1:15
Sturdy colorfast fabrics, heavily soiled garments, towels and jeans	Heavy Duty	Sanitize** **Hot** Warm Cold	**High** Medium Low No Spin	Extra Heavy **Heavy** Normal Light	Yes	Extra Rinse Steam for Stains Max Extract™ Oxi Boost Fresh Hold™ Delay Start	High-speed tumbling and a high-speed final spin help provide optimal cleaning and reduce drying times.	1:36–1:48
Heavily soiled white fabrics and garments	Whites	Sanitize** **Hot** Warm Cold	**High** Medium Low No Spin	Extra Heavy Heavy **Normal** Light	Yes	**Extra Rinse** Steam for Stains Max Extract™ Oxi Boost Fresh Hold™ Delay Start	Hot wash temperatures ensure liquid chlorine bleach action. An Extra Rinse helps remove any bleach residue in clothes.	1:45–2:00
Heavily soiled durable fabrics, overalls, coveralls, sweatshirts, pants and outdoor garments	PowerWash™	Sanitize** **Hot** Warm Cold	**High** Medium Low No Spin	**Extra Heavy** Heavy Normal Light	Yes	Extra Rinse **Steam for Stains** Max Extract™ Oxi Boost Fresh Hold™ Delay Start	Features an extended wash time to help remove tough stains. Stain Clean/Steam for Stains (depending on model) is automatically added for extra cleaning power.	2:30–2:40
Lightly-soiled shirts, blouses, trousers, pants and dresses	Wrinkle Control	Hot **Warm** Cold	Medium **Low** Extra Low No Spin	Extra Heavy Heavy **Normal** Light	Yes	Extra Rinse Steam for Stains Max Extract™ Oxi Boost Fresh Hold™ Delay Start	This cycle combines low-speed tumbling and low-speed spin for gentle fabric care and reduced wrinkling.	0:59–1:15
Blankets and comforters	Bedding	Sanitize** Hot **Warm** Cold	High **Medium** Low Extra Low No Spin	Extra Heavy **Heavy** Normal Light	Yes	Extra Rinse Steam for Stains Oxi Boost Fresh Hold™ Delay Start	Uses an initial soak to completely saturate the load, followed by medium wash speeds and a medium-speed spin to maintain load balance.	1:10–1:30
Sturdy garments and household items exposed to possible allergens	Allergen†	Sanitize** **Hot**	**High** Medium	**Extra Heavy** Heavy Normal Light	Yes	Extra Rinse Steam for Stains Max Extract™ Oxi Boost Fresh Hold™ Delay Start	Uses more water to flush out allergens such as dust mites and pet dander from normally-soiled items.	1:40–1:55
Sheer fabrics, lingerie, sweaters and silks	Delicate	**Warm** Cold	High Medium **Low** Extra Low No Spin	Extra Heavy Heavy **Normal** Light	No	Extra Rinse Fresh Hold™ Delay Start	This cycle combines low-speed tumbling with low-speed spin for gentle fabric care and reduced wrinkling.	0:36–0:40
Small loads of 2–3 lightly soiled garments	Small load	Hot **Warm** Cold	**High** Medium Low Extra Low	Heavy **Normal** Light	No	Extra Rinse Fresh Hold™ Delay Start	For small loads (3–4 items) needed quickly. This cycle combines high-speed tumbling, a shortened wash time, and a high-speed spin for reduced drying time.	0:26–0:35
Swimwear, items that need rinsing only	Rinse & Spin	Warm **Cold**	**High** Medium Low Extra Low No Spin	N/A	No	**Extra Rinse** Max Extract™ Fresh Hold™ Delay Start	This cycle adds water, then uses high-speed tumbling and an extra high-speed spin. For some fabrics you may wish to set the spin speed to a lower setting.	0:29–0:33
Wet load of clothes	Drain & Spin	N/A	**High** Medium Low No Spin	N/A	No	Max Extract™ Fresh Hold™ Delay Start	Use Drain & Spin to remove excess water from the load by choosing Rinse/Drain & Spin and turning off Extra Rinse. Spin speed can be set to s lower setting.	0:18–0:22
Heavily soiled garments	Soak	**Warm** Cold	N/A	Extra Heavy Heavy **Normal** Light	No	Fresh Hold™ Delay Start	Provides an extended soak without a final spin to help loosen tough stains prior to a wash cycle.	0:25–0:35
No clothes in washer	Clean Washer with Affresh®	N/A	N/A	N/A	No	N/A	Use monthly with Affresh® to clean the interior of the washer. Make sure no clothes are in the washer. The Clean Washer light will flash every 30 loads to remind you to run the Clean Washer cycle.	1:05

OTHER MAXIMA™ MODELS FEATURE SIMILAR CYCLES AND OPTIONS

NOTE: Not all features are available on all models.

*All temperature selections feature a Cold rinse, except Warm, which features a warm wash and a warm rinse. **Cycles certified by NSF International to reduce 99.9% of household bacteria. Bacteria tested were *K. pneumonia, P. aureginosa* and *S. aureus.* †Cycle certified by NSF International to reduce up to 95% of tested allergens. Allergens tested were dust mites and pet dander.

AND DRYER CONSOLES

ITEMS TO DRY	DRY CYCLES	DRYING TEMPERATURE*	DRYNESS LEVEL	DEFAULT CYCLE TIME	AVAILABLE OPTIONS	CYCLE DETAILS
Heavyweight items such as towels or heavy work clothes	Heavy Duty	High	More **Normal** Less	45	Damp Dry Signal Wrinkle Prevent†† Reduce Static Steam Boost	Offers stepped drying starting with High heat followed by Medium heat for enhanced fabric care and energy savings.
Work clothes, casual wear, mixed cottons, sheets and corduroys	Normal	Medium	More **Normal** Less	38	Damp Dry Signal Wrinkle Prevent†† Reduce Static Steam Boost	Uses Medium heat to dry large loads of mixed fabrics and items. Normal is the preferred energy cycle.
Jeans and denims	Denim	Medium	More **Normal** Less	50	Damp Dry Signal Wrinkle Prevent†† Reduce Static Steam Boost	Stepped drying uses High heat initially, followed by Medium heat to drive moisture from jeans and denims.
Jackets, comforters and pillows	Bedding	Medium	More **Normal** Less	55	**Damp Dry Signal** Wrinkle Prevent†† Steam Boost	Use for drying large, bulky items; do not overfill dryer drum. Partway through the cycle, the signal will sound for 2 minutes to indicate when it is time to rearrange items for optimal drying.
Shirts blouses, permanent press, synthetics and lightweight items	Wrinkle Control	Low	More **Normal** Less	33	Damp Dry Signal **Wrinkle Prevent**†† Reduce Static	Uses a stepped drying temperature from Medium to Low for improved moisture removal and enhanced fabric care.
Undergarments, blouses, lingerie and performance wear	Delicate	Extra Low	More **Normal** Less	28	Damp Dry Signal Wrinkle Prevent†† Reduce Static	Uses Extra Low heat to gently dry delicate items.
Large loads of cotton towels and heavyweight items	Towels	High	**Normal**	60	Wrinkle Prevent††	This is a long cycle with high heat, which has been proven to reduce household bacteria. This cycle is not recommended for all fabrics. Use for large loads of heavyweight fabrics such as cotton towels.
Small loads and sports wear	Small Load	High **Medium** Low Extra Low Air Only	**Normal**	18	Wrinkle Prevent††	For small loads of 3–4 items.
Any load	Timed Dry	**High** Medium Low Extra Low Air Only	**Normal**	40	Wrinkle Prevent††	Use to dry items to a damp level for items that do not require an entire drying cycle. Select a drying temperature based on the type of fabrics in your load. If you are unsure of the temperature to select for a load, select the lower setting rather than the higher setting. **NOTE**: Select Air Only to dry foam, rubber, plastic or heat-sensitive fabrics.
Shirts, blouses and slacks	Auto Refresh (Steam)	**Medium**	**Normal**	15	Wrinkle Prevent†† Reduce Static	Use to reduce odors and light wrinkles from small loads of dry items. Dry time will automatically adjust when the load size is sensed. Cycle run time cannot be manually adjusted. Do not add dryer sheets.
Mixed loads	Custom Refresh (Steam)	High **Medium**	**Normal**	22	Wrinkle Prevent†† Reduce Static	Use to reduce wrinkles, including from loads left in the dryer too long. For larger loads, you may add additional time up to 50 minutes in 5 minutes increments using the Timed Dry adjust buttons. Temperature is selectable. Do not add dryer sheets.

SEE CONSOLE AND SPIN DEMONSTRATIONS ON PAGE 18

M H W 7 0 0 0 X R

BRAND CLASSIFICATION
M = Maytag®

LAUNDRY PLATFORM
HW = Front load washer

FEATURE SET
Ranges from 6000-7000. The higher the number, the more features.

YEAR OF LAUNCH
X = 2010

COLOR
W = White
G = Granite
R = Crimson

††Or Wrinkle Prevent with Steam (on some models). Wrinkle Prevent with Steam is available only with High, and Medium Drying Temperature settings.

Bring out the strong style of Maxima™ laundry pairs with the complementing Laundry 1-2-3™ pedestals and worksurfaces. Make sure to show your customers how they can **complete the perfect laundry room** by adding on these key items to the sale.

SMART LAUNDRY SOLUTIONS
customized with pedestals and a worksurface

PEDESTALS

Available in different sizes, pedestals create an **ideal ergonomic solution to ease loading and unloading**. Not only that, with their new design and chrome accents, they look better than ever! The storage drawer in the 15.5" pedestal holds laundry extras, including full-size detergent bottles. Plus, our Maxima™ pairs fit on our current pedestals, too!

15.5" premium pedestals with chrome handle
Model numbers: XHPC155X W | G | R

15.5" current pedestals
Model numbers: XHP1550VW or XHP1550WR

10" current pedestals
Model numbers: MHP1000S W

WORKSURFACES

Convert the washer and dryer top into a seamless surface to sort, treat and fold. This no-slip worksurface sits atop Maxima™ and Performance Series laundry pairs.

Model numbers: XW29000X W | G | R

COLOR OPTIONS

Available colors shown next to each model number

W | White G | Granite R | Crimson

1 2 3 laundry custom laundry options™

*Visit maytag.com for warranty details.

EVEN MORE TO STREAMLINE THE CLEANING PROCESS AND INSTALLATION

DRYER DOOR REVERSAL KIT

For those who prefer the door to open from the right, this kit adjusts the dryer door accordingly. (Part No. W10315283RP)

LP CONVERSION KIT

Convert to LP gas. (Part No. W10307153)

DRYER RACK

Easy insertion of this lightweight rack means tumble-free drying. (Part No. W10322470A)

STACK KIT

Maximize laundry space by stacking the washer and dryer. Requires only basic tools. (Part No. W10298318RP)

4-WAY VENT KIT

It's everything needed for easy installation. (Part No. W10323246)

affresh® Washer Cleaner

REMOVE OR REDUCE ODOR-CAUSING RESIDUE IN ALL WASHERS!

Remind customers to clean their washers once a month. Affresh® washer cleaner is designed with both the washer and the customer in mind and outperforms Tide® washing machine cleaner. Package includes 3 tablets. (Part No. W10135699)

TAKE IT TO THE FLOOR

CONTROL PANEL DEMO (WASHER AND DRYER)

1. With the unit plugged in and the powered off, press and hold START/PAUSE and CONTROL LOCK at the same time for 1–2 seconds and then press START/PAUSE once within 5 seconds.

2. This mode is for both the washer and dryer. After step 2 is completed, an LED dance will begin and users can interact with the washer and dryer. All of the buttons will be active and will light up when pressed.

3. To exit SALES DEMO MODE, press and hold START/PAUSE and CONTROL LOCK at the same time for 1–2 seconds, or interrupt power to the machine.

WASH AND SPIN DEMO (WASHER ONLY)

1. Make sure the washer is properly leveled and power it on.

2. Press and hold the CYCLE SIGNAL and CONTROL LOCK at the same time for 1–2 seconds.

3. The washer will operate a short wash cycle to demonstrate the following features and will begin as soon as the mode is entered. Pressing the DELAY + button will progress the cycle to the next step:

   A. Delicate cycle

   B. PowerWash™ cycle

   C. High speed spin

   D. Fresh Hold™ option

4. To exit SALES DEMO MODE, press and hold START/PAUSE and CONTROL LOCK at the same time for 1–2 seconds, or interrupt power to the machine.

MODEL LINEUP

Bold, highlighted type indicates a step-up.

MHW7000X W | R | G

Recommended dryers: ME/GD7000X & ME/GD6000X

+ NSF Certified Sanitize temperature setting with Steam
+ Steam for Stains option
+ Bedding cycle
+ Oxi Boost option
+ Interior LED drum light
+ Max Extract™ option

5.0 cu. ft. I.E.C. equivalent* capacity
EcoConserve™ model
ENERGY STAR® qualified
CEE Tier 3** rated
PowerWash™ cycle
Advanced Vibration Control™ Plus
Clean Washer with Affresh® cycle
16-hour Fresh Hold™ option with Dynamic Venting Technology™ (DVT)
12 cycles / 8 options / 5 temperatures
1,400 RPM spin speed
QuietSeries™ 400 sound package
10-year limited parts warranty on motor and wash basket†
38" x 27" x 31-1/2"

ME/GD7000X W | R | G

Recommended washers: MHW7000X & MHW6000X

+ SoundGuard™ stainless steel dryer drum
+ Wrinkle Prevent option with Steam up to 120 minutes
+ Towel cycle
+ Bedding cycle
+ 2 Steam cycles with direct hook up
+ Steam Boost option
+ Static Reduce option

7.4 cu. ft. capacity
EcoConserve™ model
Advanced Moisture Sensing
Direct Y-connector water hook-up
Interior LED light
11 cycles / 7 options / 5 temperatures
38" x 27" x 31-1/2"

MHW6000X W | R | G

Recommended dryers: ME/GD6000X & ME/GD7000X
5.0 cu. ft. I.E.C. equivalent* capacity
EcoConserve™ model
ENERGY STAR® qualified
CEE Tier 3** rated
PowerWash™ cycle
Advanced Vibration Control™ Plus
NSF Certified Sanitize temperature setting
Clean Washer with Affresh® cycle
16-hour Fresh Hold™ option with Dynamic Venting Technology™ (DVT)
11 cycles / 6 options / 5 temperatures
1,400 RPM spin speed
QuietSeries™ 400 sound package
10-year limited parts warranty on motor and wash basket†
38" x 27" x 31-1/2"

ME/GD6000X W | R | G

Recommended washers: MHW6000X & MHW7000X
7.4 cu. ft. capacity
EcoConserve™ model
Advanced Moisture Sensing
Direct Y-connector water hook-up
Auto Refresh Steam cycle
Wrinkle Prevent option up to 150 minutes
Stainless steel dryer drum
Interior LED light
8 cycles / 5 options / 5 temperatures
38" x 27" x 31-1/8"

CONVERSATION STARTERS

How would you like superior cleaning amplified by the ability to sanitize? How often do you wish your dryer could more quietly tumble?

Did you ever think you could begin the drying process in the washer? What are the toughest stains that you have to face?

Models: MHW7000X & ME/GD7000X

Steam for Stains in the washer digs deep into fabric fibers to pull out dirt and the NSF Certified Sanitize temperature setting with Steam further disinfects. Plus, the SoundGuard™ stainless steel dryer drum uses three-layers of protection to minimize noise level and maintain durability.

Models: MHW6000X & ME/GD6000X

The new and improved Fresh Hold™ option with Dynamic Venting Technology™ (DVT) dries a small load of clothes in the washer thanks to a built-in fan that circulates air during intermittent tumbling. Plus, the PowerWash™ cycle uses extra cleaning action and increased wash temperatures to enhance cleaning performance.

COLOR OPTIONS

Available colors shown next to each model number

W | White

G | Granite

R | Crimson

NOTE: All models shown with optional pedestals.

*Equivalent volume per I.E.C. International standard, 4th Ed., based on 4.3 cu. ft. DOE measurement.
**Based on the Consortium for Energy Efficiency qualified product ratings. †Visit maytag.com for warranty details.

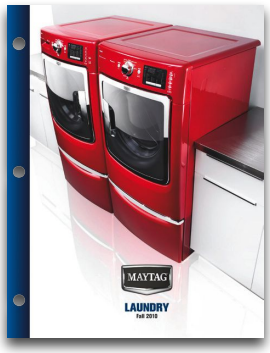
"Finally, a washer that can dry* and a dryer that can save."

Maxima™ pairs deliver the power

"With a 10-year limited parts warranty on the washer motor and the stainless steel wash basket, every Maytag® Maxima™ pair is guaranteed to last."**

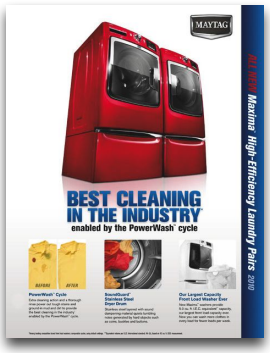
SALES MATERIALS

To order support materials such as P-O-P and training documents, call 1-800-643-3444. Or, order online 24 hours a day via whr.com or www.mywhirlpool.com. Please have the form numbers ready for the materials you would like to order.



2010 MAYTAG® LAUNDRY CATALOG

Form No. ML100150
Cost: $3.00 each



2010 MAXIMA™ LAUNDRY SPECIFICATIONS SHEET

Form No. ML100103B
Cost: $0.50/pad of 25

2010 MAXIMA™ LAUNDRY HYPE PIECE

Form No. ML100103C
Cost: FREE

FALL 2010 ADVANTAGE MAGAZINE

Form No. XT100112
Cost: FREE

2010 MAXIMA™ LAUNDRY FACTORY INSTALLED P-O-P

MHW7000X
& ME/GD7000X
Form Nos. ML100119A, C–K
Cost: FREE

MHW6000X
& ME/GD6000X
Form Nos. ML100119A, B, D–K
Cost: FREE

*Based on testing of a 3-lb load of lightweight fabric over 16 hours. **Visit maytag.com for warranty details.

"PowerWash™ cycle uses a triple-threat method to tackle even the toughest loads."

to clean and the power to save!

"Every Maxima™ washer and dryer is built with Maytag® Commercial Technology!"

WORD SEARCH

CLUES

1. This innovative design keeps clothes moving in the drum for superior drying. (Page 9)
2. These ultra-efficient laundry pairs help lower utility bills so customers save big money. (Page 12)
3. This cycle uses a triple-threat method to tackle the dirtiest loads so the most stubborn everyday stains and soils are removed with ease. (Page 4)
4. Three-layers of protection on this stainless steel drum dramatically minimize the noise level and maintain durability. (Page 8)
5. This option with Dynamic Venting Technology™ (DVT) lets customers wash and dry a small load of clothes right in the washer. (Page 6)
6. Maxima™ washers and dryers bring these long-lasting, commercial-grade components into the home. (Page 10)
7. This vibration control system recalibrates the washer to any environment, including upper floor installation. (Page 7)
8. This cycle deep cleans fabrics to eliminate more than 95% of common allergens. (Page 5)
9. This Certified Sanitize setting uses the heater to increase wash temperature to remove 99.9% of household bacteria in the washer. (Page 5)
10. This organizational system creates an ideal ergonomic solution to ease loading and unloading. (Page 16)

A	F	Q	A	D	S	H	N	E	G	R	E	L	L	A
S	R	U	G	A	D	L	I	R	F	T	E	D	J	D
R	E	A	Q	P	O	W	E	R	W	A	S	H	G	V
Y	S	D	Z	D	W	M	C	T	A	N	O	R	A	A
E	H	B	V	U	E	K	O	U	D	S	U	E	L	N
V	H	A	E	X	L	I	B	L	E	A	N	N	H	C
R	O	F	N	P	R	J	O	Y	B	L	D	L	R	E
E	L	F	E	C	T	H	N	T	O	A	G	R	J	D
S	D	F	R	V	K	G	S	D	A	E	U	I	G	I
N	B	L	G	B	S	S	E	F	T	M	A	G	K	U
O	R	E	Y	N	M	A	R	T	A	D	R	A	M	Y
C	G	S	S	H	J	K	V	N	S	F	D	N	F	R
O	E	B	T	I	F	D	E	A	S	D	F	G	U	E
C	Z	X	A	X	L	C	A	T	E	N	S	F	R	W
E	O	P	E	D	E	S	T	A	L	S	O	B	T	B

To learn more about Maxima™ washers and dryers and other Maytag® laundry pairs see Brand Academy for video demonstrations or visit **maytag.com/maxima**

BETTER BUILT

WITH AMERICAN PRIDE

DESIGNED, ENGINEERED & ASSEMBLED IN THE U.S.A.

Maytag® Maxima™ pairs are proudly designed, engineered and assembled right in the Midwest. These washers and dryers are better built to offer even more of the dependable features and powerful performance customers have come to expect from Maytag brand.

Look for more additions to the Maxima™ lineup coming soon!

MAYTAG®

MAYTAG.COM

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